



Vision Design

Putting a Design on the Future of the Burleigh Main Street District

The Burleigh Main Street District, a new Main Street Milwaukee business district, is exploring exciting opportunities that could set the stage for its future and the character of its physical and economic environment. Burleigh Main Street, a program of Burleigh Street Community Development Corporation, is taking bold steps to redevelopment and revitalization efforts that will reinvigorate the district as a vibrant and diverse neighborhood business center.

The Burleigh Main Street District is one of four Milwaukee commercial districts to be awarded Main Street Milwaukee designation. Main Street Milwaukee is a collaborative effort between the City of Milwaukee Department of City Development and the Local Initiatives Support Corporation (LISC). The program uses \$350,000 in Community Development Block Grant funds and matches it with private resources contributed by partners. The program is a comprehensive, city-wide approach to neighborhood economic development that utilizes a proven method to increase investment in urban neighborhoods, create new businesses, create jobs, and create wealth in urban communities.



Burleigh Main Street visioning and strategic planning initiatives were highlighted by a three-day Vision Design technical visit conducted June 15—17, 2005. The Vision Design process incorporated a series of public input, visioning and strategic planning activities that engaged residents, business persons, civic leaders and other stakeholders in fun and creative planning exercises designed to:

- ♦ Identify and summarize critical needs, issues and opportunities in the Burleigh Main Street District.
- ♦ Articulate a vision for the Burleigh Main Street District and illustrate various development and design-oriented concepts that depict possible improvements and the character of the community's vision for the business district.
- ♦ Establish priorities in the areas of Organization, Crime & Grime, Promotion, Design and Economic Restructuring

Vision...

A Vision for the Burleigh Main Street District

(Draft • July 2005)

The Burleigh Main Street District of the future is a safe, pedestrian-friendly, family-oriented center for Sherman Park. Businesses along the corridor will cater to the needs of all residents of this economically, religiously and ethnically diverse Milwaukee Westside neighborhood. The Main Street district will provide numerous opportunities for area residents, employees and visitors to meet and greet each other and experience the heart of Sherman Park.

The smell of freshly baked bread and daily menu specials will permeate the air around Burleigh. Traditional eateries will provide consumers the choice of either carrying out their food or sitting at comfortable tables and enjoying a leisurely lunch or snack. Cuisines and specialty foods as diverse as the entire city will have a place in the Burleigh Main Street district.

Buildings on Burleigh will be well maintained and properly secured in ways that promote their architectural integrity or attractiveness. New and rehabilitated storefronts will house a diverse mix of quality businesses. Storefront windows with attractive displays will promote the district's extensive variety of goods and services and add interest to the streetscape.

The Burleigh Main Street district will be recognized for the diverse character of development and uses that span the district, including intact blocks of quality, historic mixed-use, multi-story buildings and new development that is honest to its time period. From east to west, the district will be brimming with positive activity and commercial viability. The award winning, critically acclaimed Sherman Park Theater will be prominent among a collection of activity centers and gathering places dotting the streetscape, offering a variety of entertainment and activities for adults and children of all ages.

Burleigh Street itself will be clean and green. Trees and pedestrian-scale landscaping will add both beauty and calm to an active, yet peaceful, Main Street district. Neighborhood residents, shoppers, employees and visitors will be drawn to and interact within the St. Joseph's Promenade to enjoy an ongoing series of musical performances and other special events at Gengler Park. Banners lining the corridor and public art placed at key locations throughout the district will help to tell the story of the Burleigh district's proud past and exciting future.

The Burleigh Main Street district will represent the best of Burleigh Street and all it has to offer. The district will be recognized as the heart of, and the catalyst for, the renewed prosperity, energy and pride that has become synonymous with Sherman Park.

The distinct sights, sounds, tastes, smells and feel of the Burleigh Street experience will astound the senses. The experience will bring new meaning to the term "extraordinary," the experience could only be "Burleigh Street."

First Steps...

The community's vision for the Burleigh Main Street District provides a basis for planning and implementing projects and activities. The vision will not be realized overnight, or even in a month, a year or five years. The vision will take shape as the community works together to plan, design and implement projects and activities that provide a glimpse of the future and that will incrementally, over time, achieve the vision for the Burleigh Main Street District.

Directions

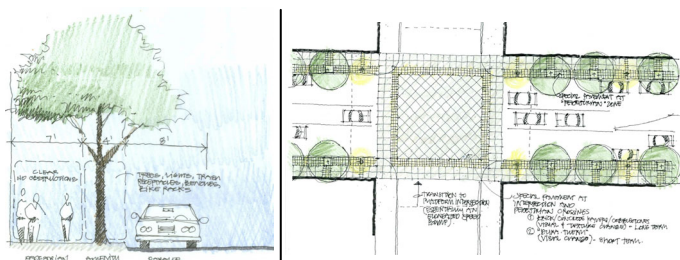
The collective input of stakeholders participating in the Vision Design process provides a basis for concepts that begin to visualize and contemplate the nature and character of the district in the future.

Activity Zones and Clustering Concepts

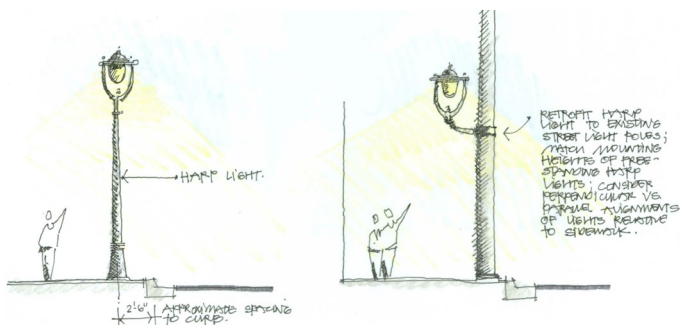


Long-term plans and strategies should consider how each of the various “activity zones” created by diverse development patterns found along Burleigh Street might continue to evolve, and how the public realm of the streetscape might be changed and enhanced to seamlessly weave the district’s different “zones” together. Ultimately, the changing scenery and activities one would encounter in moving from zone to zone, all located within the highly pedestrian-friendly confines of the single district, would come to be associated as part of a larger “Burleigh Street Experience.”

Streetscape



The streetscape is an integral component of the community’s vision for the Burleigh Main Street District. Streetscape design concepts, rooted in the community’s vision for the district, provide a basis for the consideration of both short- and long-term design solutions directed at creating a “pedestrian first” environment and a climate that is conducive to achieving economic goals for the district.



Third Places



As opportunities for the streetscape’s enhancement are considered, attention should also be directed to improvements in the private realm that add to the pedestrian experience and encourage interaction within the environment. For example, opportunities to create “Third Places” should be encouraged, and might even be identified as targets for technical and financial assistance.

Principles

Input provided by Burleigh Main Street District business owners, property owners, civic leaders and area residents in public meetings, interviews and focus groups conducted as part of the Vision Design process are at the core of the vision defined for the Burleigh Main Street District. The process helped to identify basic principles and common causes that provide a foundation for Burleigh Main Street district “Guiding Principles for Design & Development:”

- ♦ Induce traffic to move at neighborhood appropriate speeds.
- ♦ Encourage pedestrian activity along and across Burleigh Street.
- ♦ Recognize the diverse character of development along the length of Burleigh Street.
- ♦ Focus on the creation of “Third Places” at key locations along the street.
- ♦ Renovate buildings with integrity to their existing architecture. Build new buildings with an honesty reflective of their time.
- ♦ Foster a quality, vibrant business mix that is representative of, and that caters to, the diverse tastes and needs of area residents and employees.

Burleigh Main Street—Springing Into Action Potential Start-up Initiatives

Organization

- ♦ Work to develop a comprehensive financial strategy
- ♦ Develop an ongoing public relations program
- ♦ Consider the addition of a “Youth Advisory Board”
- ♦ Develop a volunteer recruitment, training & recognition program

Promotion

- ♦ Develop a graphic and message(s) for identity-building efforts
- ♦ Coordinate image enhancement efforts with other committees
- ♦ Introduce new Burleigh Main Street events (i.e., Block Party)

Design

- ♦ Conduct periodic walk-through inspections to identify issues
- ♦ Work with the City toward consistent enforcement of minimal maintenance ordinances and standards
- ♦ Organize periodic volunteer clean-up & beautification events
- ♦ Assemble, package and promote available assistance and incentives
- ♦ Begin to investigate approvals, funding and resources necessary to undertake short- and long-term streetscape improvements

Economic Restructuring

- ♦ Collect and analyze demographic & economic data for the district
- ♦ Appoint a committee liaison to the Crime & Grime Committee
- ♦ Maintain a current list of properties available for sale or lease
- ♦ Conduct business survey to identify needs for assistance
- ♦ Maintain “Fact Sheets” describing available assistance & incentives

Crime & Grime

- ♦ Recruit liaisons from other Main Street committees
- ♦ Investigate establishment of a district “Block Captains” program
- ♦ Track and monitor district crime statistics; communicate progress
- ♦ Escalate public relations efforts (i.e., National Night Out” event participation, “Pitch In” campaign, etc.)